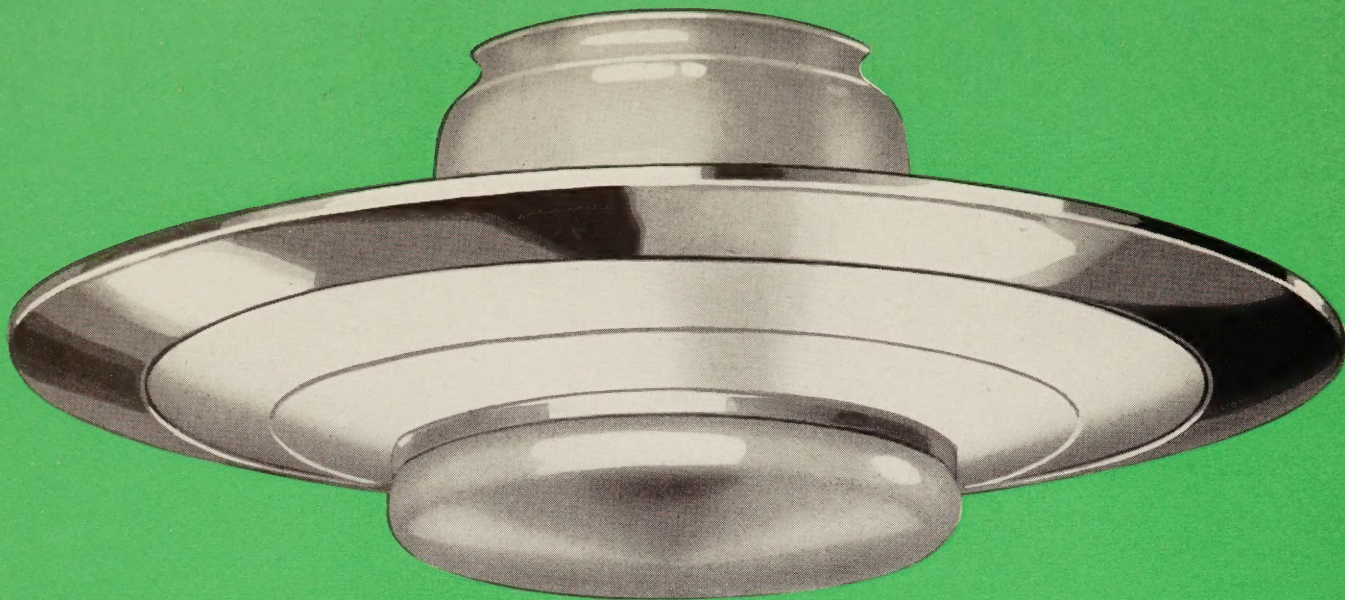


LIGHTING THE WAY TO ECONOMICAL LIGHT CONDITIONING

THE VIRDEN *Light* CONDITIONER



For Stores, Smart Shops, Restaurants and Offices



Above: No. J-419—Fits all standard 6" holders, 19" in diameter, 8 $\frac{3}{8}$ " deep. Requires 300 watt lamp for maximum efficiency.



Left: No. J-414—Fits all standard 4" holders, 14" in diameter, 7 $\frac{1}{4}$ " deep. Requires 150 watt lamp for maximum efficiency.



These illustrations show typical installations of the distinctly new and modern Virден Light Conditioner. They demonstrate the beauty and utility value of these new units as a means to economical light conditioning in all types of stores and offices.



MODERN LIGHT CONDITIONING WITHOUT COST OF INSTALLATION

Is Here at Last

NONE can deny the value of proper light in store or office. Modern light conditioning has long since proved its ability to provide more and better light whenever and wherever it is installed. However, one of the factors responsible for keeping thousands of owners and tenants from taking advantage of proper light conditioning is the cost of units and their installation.

The revolutionary, new Virden Light Conditioner removes this barrier . . . now you can enjoy distinctive light conditioning for little more than the cost of replacing those glass globes that you have had for so long . . . and absolutely no installation expense whatever.

The Virden Light Conditioner is so simple in design, yet so efficient in light distribution that it gives you all of the advantages you could ever enjoy from any of the expensive types of semi-indirect lighting units. The illustrations show its smartly proportioned design. The top section of the glass

globe is fumed to permit the reflection of an abundance of soft, white, indirect light; the bottom is enameled to provide for ample glareless direct light. The metal louvre is satin finished aluminum with polished highlight around the edge. The Virden Light Conditioner is available in sizes to fit both the popular 6" and 4" standard holders . . . thus making it absolutely unnecessary to replace any part of your present fixtures except the enclosing globe. The spread of the metal louvre on the unit for 6" holder is 19" and for the 4" holder, 14" . . . a 300 watt lamp is recommended for use in the larger unit and a 150 watt lamp in the smaller unit.

Light Conditioning, without installation cost, is here at last . . . take advantage of it by merely replacing your present glass globes with new Virden Light Conditioners, and see what an amazing difference it makes in the general appearance of your store or office . . . to say nothing of the better light you will enjoy at no extra cost.

No. J-419 — Virden Light Conditioner
for 6-inch holder . . . 19-inch diameter
Spun Aluminum Louvre.

\$4⁸⁰

No. J-414 — Virden Light Conditioner
for 4-inch holder . . . 14-inch diameter
Spun Aluminum Louvre.

\$3⁰⁰



• • • TAKE THESE TWO SIMPLE STEPS FOR EFFICIENT LOW COST LIGHT CONDITIONING

1st. *Remove*

your present glass enclosing globes just as you have done for cleaning so many times in the past. They have served you well, but modern light conditioning has outmoded them.

2nd. *Replace*

the old familiar glass globe with new Virden Light Conditioners as shown in the illustration. The same set screws that held the old globes hold the new fixtures.

Result

Modern Light Conditioning at its lowest possible cost . . . and a new lighting effect worth many times its economical cost. The Virden Light Conditioner is distributed and sold by



E. R. BEERS ELECTRIC CO.

Authorized Distributors

Stock and Showrooms

BLOOMSBURG, PENNA.